PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2017
(Fifth Semester)

Branch - **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (10 x 2 = 20)

1   What is CRM?
2   What is customer loyalty?
3   Define ERP.
4   What is SCM?
5   Define data mining.
6   What is data warehouse?
7   Define E-CRM.
8   What is PRM?
9   What do you mean by ethical consideration in CRM?
10   Mention any two futures of CRM.

SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a What are the importance of CRM?
                      OR
    b   Explain the concept of customer life cycle.

12 a What are the benefits of CRM in BZB markets?
                      OR
    b Explain the benefits of sales force automation.

13 a Explain the process of CRM implementation.
                      OR
    b   Explain the role of interactive technology in CRM.

14 a Differentiate: E.CRM and CRM.
                      OR
    b Explain the benefits of PRM.

15 a What are the future of CRM?
                      OR
    b What are the various tools to measure the CRM?

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Discuss the advantages and various problems related CRM.

17   Enumerate the various functions of call centres.

18   Describe the stages to be followed before implementation of CRM.

19   Discuss the evolution of E.CRM.

20   Classify and discuss the various types of CRM methods.

Z-Z-Z   END